

# Global Savings Group is partnering with Tradera to strengthen the Nordic foothold

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## SUMMARY

*The Global Savings Group (“GSG”), a leading operator of a global online platform that curates and distributes shopping recommendations, deals, and discounts worldwide, has announced its partnership with Tradera, the leading online auction-style marketplace in Sweden, expanding its efforts in the Nordics.*

**T**he Global Savings Group (“GSG”), a leading operator of a global online platform that curates and distributes shopping recommendations, deals, and discounts worldwide, has announced its partnership with Tradera, the leading online auction-style marketplace in Sweden, expanding its efforts in the Nordics. The new website will enable Swedish consumers to discover the best opportunities and save on shopping in a wide range of categories on [tradera.com/rabattkoder](https://tradera.com/rabattkoder).

«Our partnership with Tradera, a leading online marketplace, enables us to expand our reach in the fast-growing Swedish e-commerce market. Together, we will provide Swedish online consumers with the best discounts and deals, building a leading discount code platform in the Nordics», says Sven Dahlin, Chief Operations Officer Nordics at Global Savings Group.

E-Commerce in Sweden is growing. According to the report “E-commerce in the Nordics 2017” by PostNord, a leading Nordic postal service, 67% of Swedish consumers shop online every month. Swedes spend around EUR 151 on average each month. It is also estimated that they shopped online for SEK 84.8 billion (EUR 8.5 billion) during 2016. This is an increase from SEK 61.4 billion (EUR 6.5 billion) in 2015.

Today, the Global Savings Group is building a comprehensive distribution platform to enable consumers around the world to make smarter shopping decisions by delivering the right mix of products, recommendations, deals, and discounts via more than a hundred select digital assets operated by GSG as well as leading global publishers, such as SPIEGEL ONLINE in Germany, Daily Mail in the UK or Ekstra Bladet in Denmark. The Group is represented by brands in about 25 countries with an e-commerce market totally SEK 4.81 trillion (EUR 500 billion). The group’s brands are market leaders in many countries in the online voucher and savings segment.

«The Global Savings Group builds a platform to connect savvy online shoppers with brands and retailers around the globe. By partnering with Tradera, we enhance our strong presence and reach in

the Nordics. This perfectly fits with our strategy, which is entirely focused on satisfying all stakeholders of our business model: consumers, advertisers, and our publishing partners», says Mads Bukholt, Managing Director Nordics at Global Savings Group.

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IMAGES



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